



ALAMEDA **LANDING**

**Retail Site
Project Signing Program
May, 2012**

Consultant Team:

SGPA Architects
spga.com

Ken Kay Associates
Master Planners &
Landscape Architects
kenkaysf.com

BKF Civil Engineers
bkf.com

Square Peg Design
Branding, Wayfinding & Signing
sqpeg.com





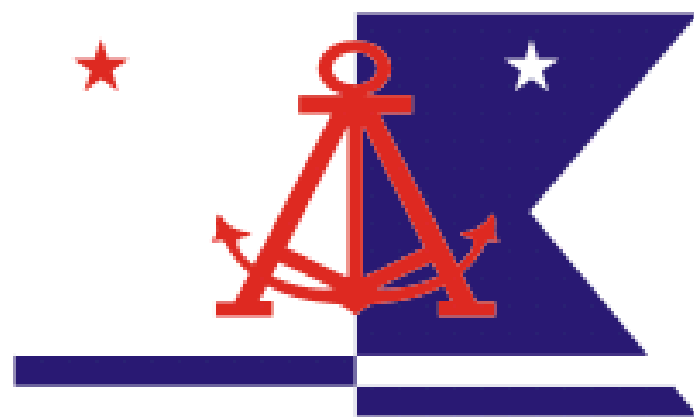
Historic Foundations / Contemporary Vision



Waterfront Vernacular



Sense of Place



ALAMEDALANDING



Design Influences

Consultant Team:

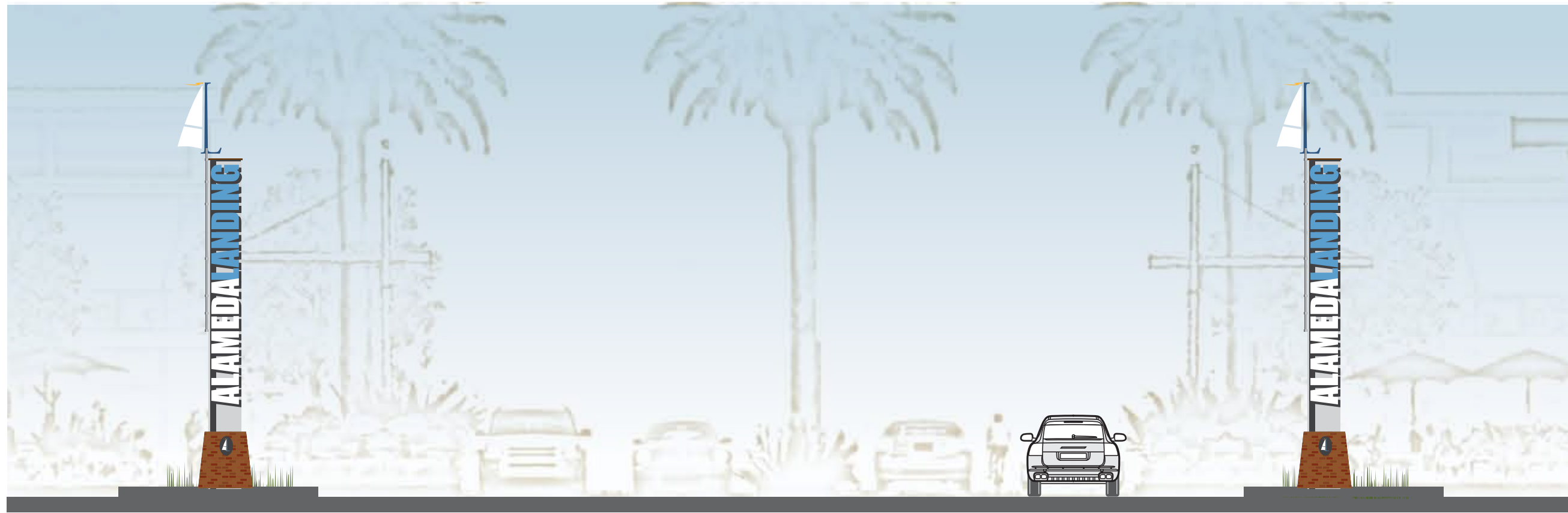
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AA2.0 Alameda Landing Identity at Entrances

Site Signing and Branding

The site signing and project branding are being designed to integrate and compliment the architectural and landscape palette derived from the Naval station, shipping and industrial heritage of this waterfront site.

All sign's scale and placement are thoughtfully considered for each location as it pertains to the surrounding community, site lines and audience. This is not a one size fits all approach.

Project Identification may be low and horizontal at certain locations to create an edge to the site or vertical where we want to highlight an entry drive. Tenant monuments will be at logical locations to help shoppers navigate the perimeter of the site. There will be vehicular directional to assist visitors and the community in wayfinding to this site as well as other destinations in the immediate area.

Material and color palettes will be selected to compliment the architecture and landscape. Materials will also be considerate of durability and maintenance to support the aesthetic and quality of Alameda Landing.

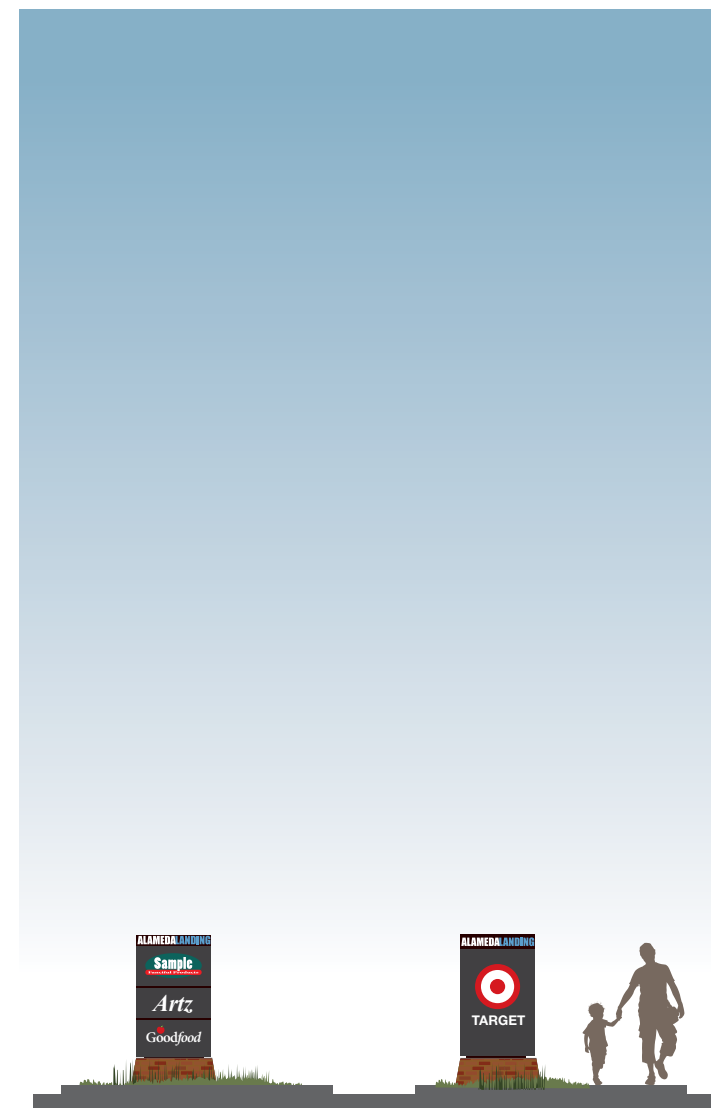
Lighting for signing may include interior illumination and /or external landscape lighting depending on the environmental conditions and function. Proper lighting will always be an enhancement to the design and function.



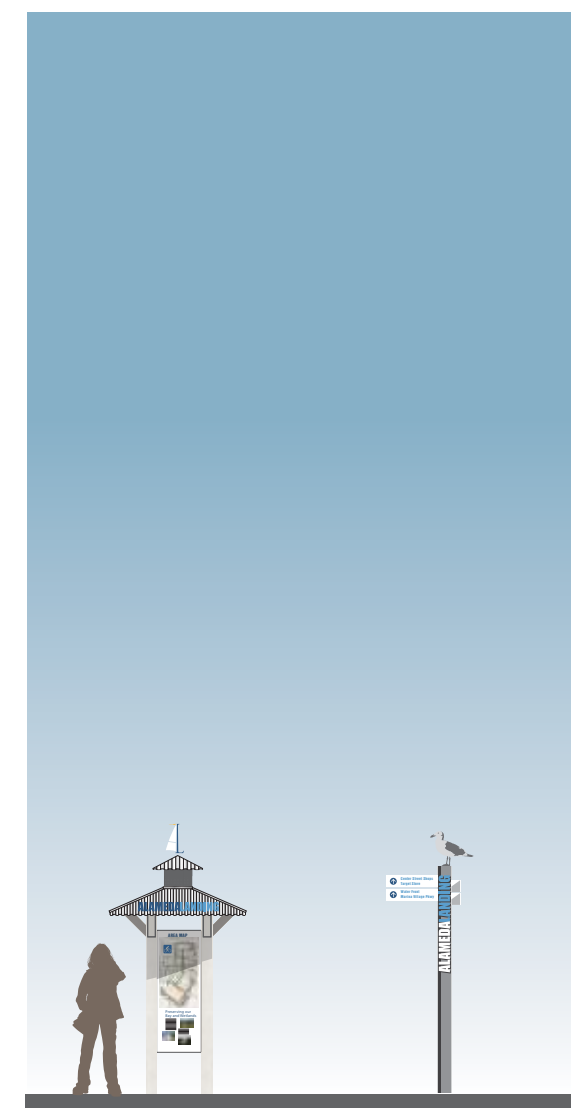
AA1.0 Primary Site/Tenant ID



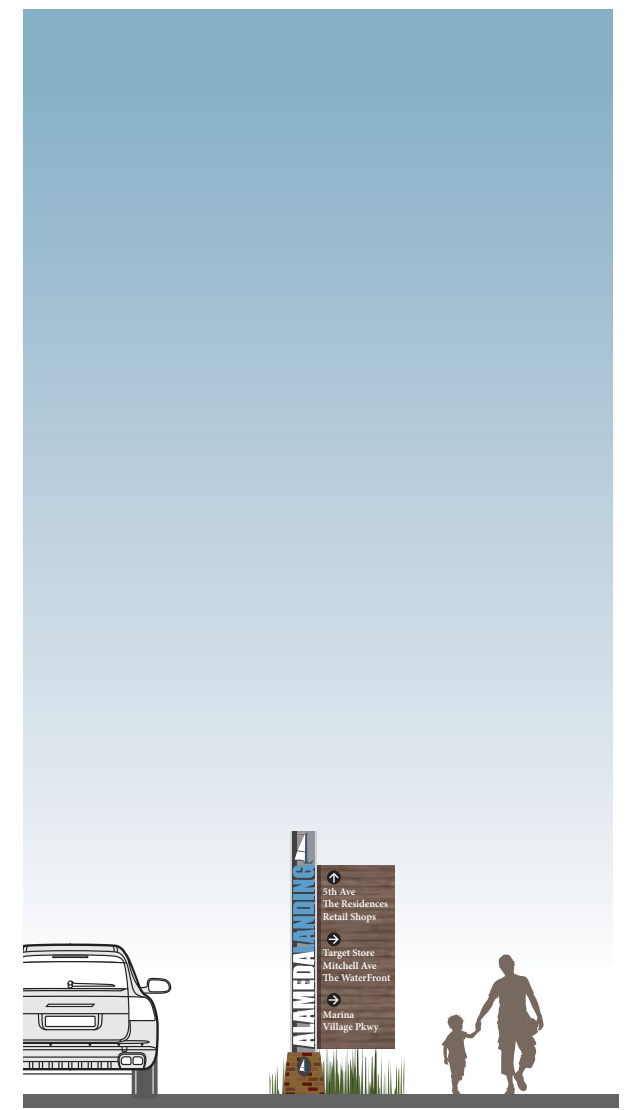
AA3.0 Site /Tenant ID Major Entrance



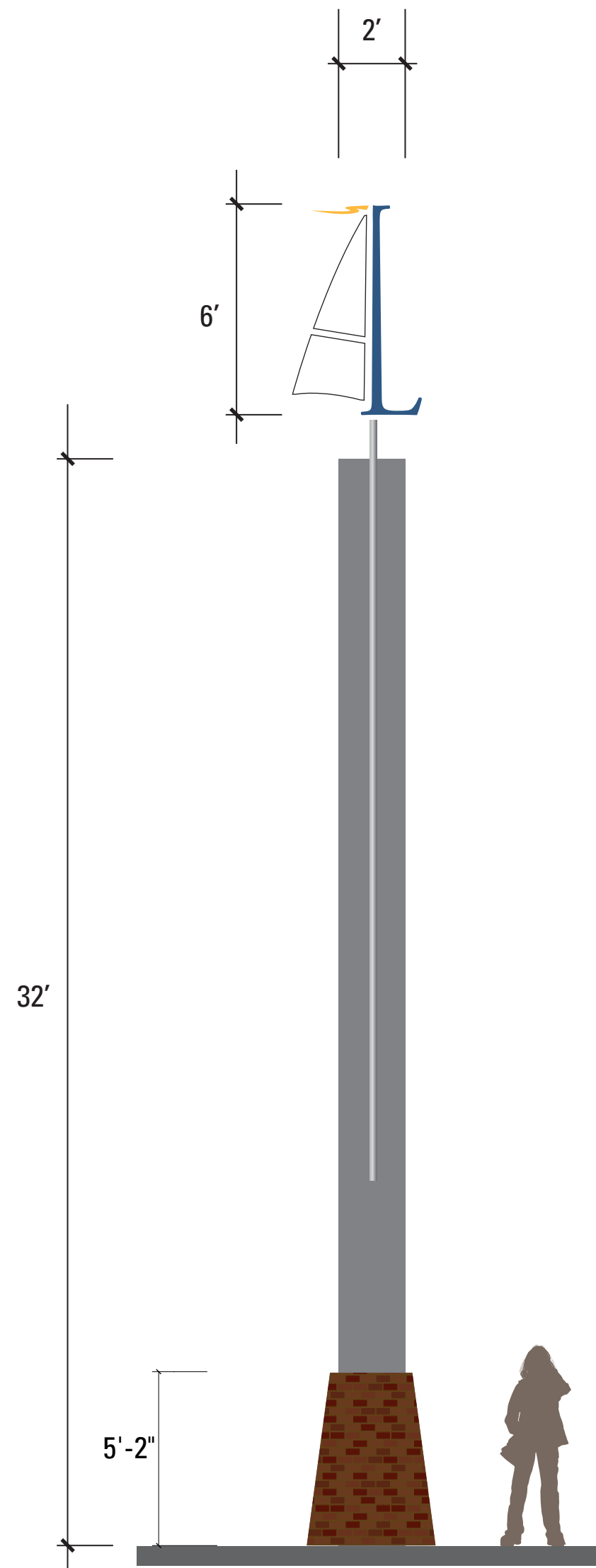
AA4.0 Site/Tenant ID Minor Entrance



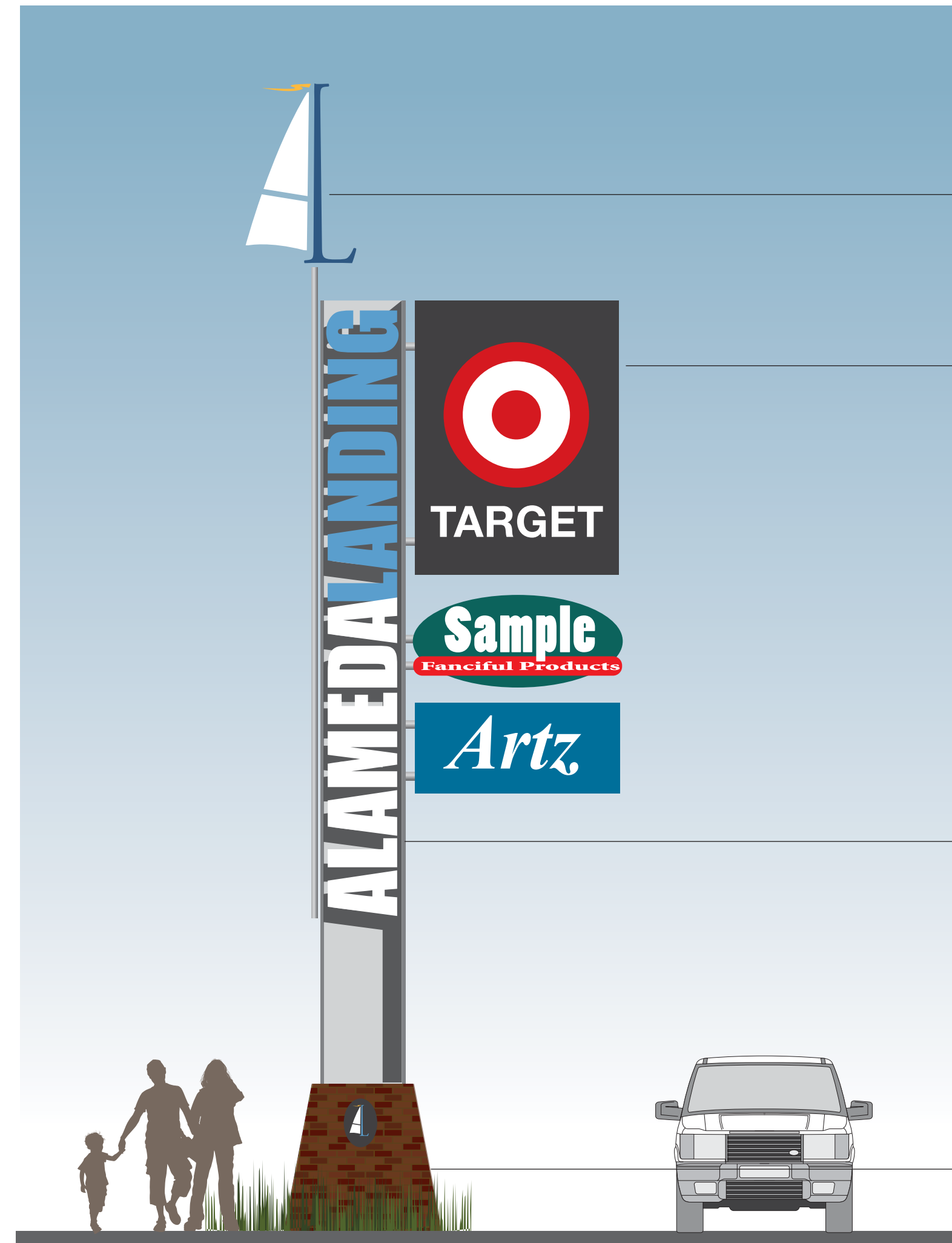
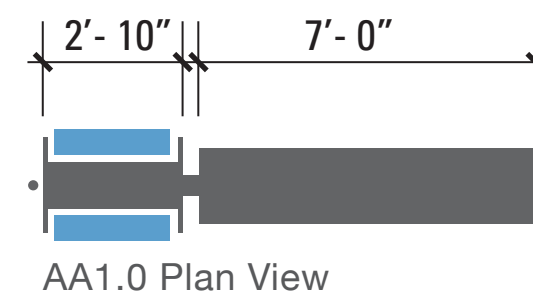
AD3.0 Pedestrian Directory
AD4.0 Pedestrian Directional



AD1.0 Vehicular Directional



AA1.0 Elevation, End View



AA1.0 Elevation, Primary Site/Tenant ID

Fabricated aluminum fineal on swivel armature to move by wind direction.

Fabricated aluminum cabinets with paint finish and with routed graphics backed with internally illuminated acrylic.

Tenant Area
NTE: 67 sq. ft.

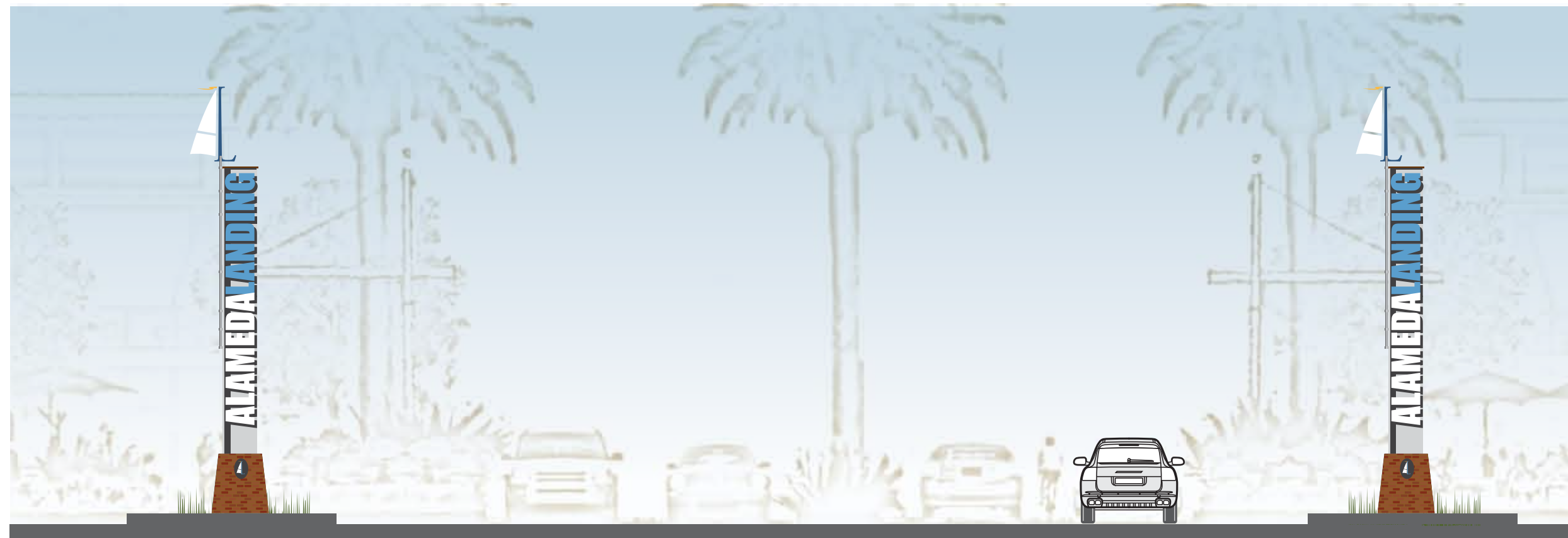
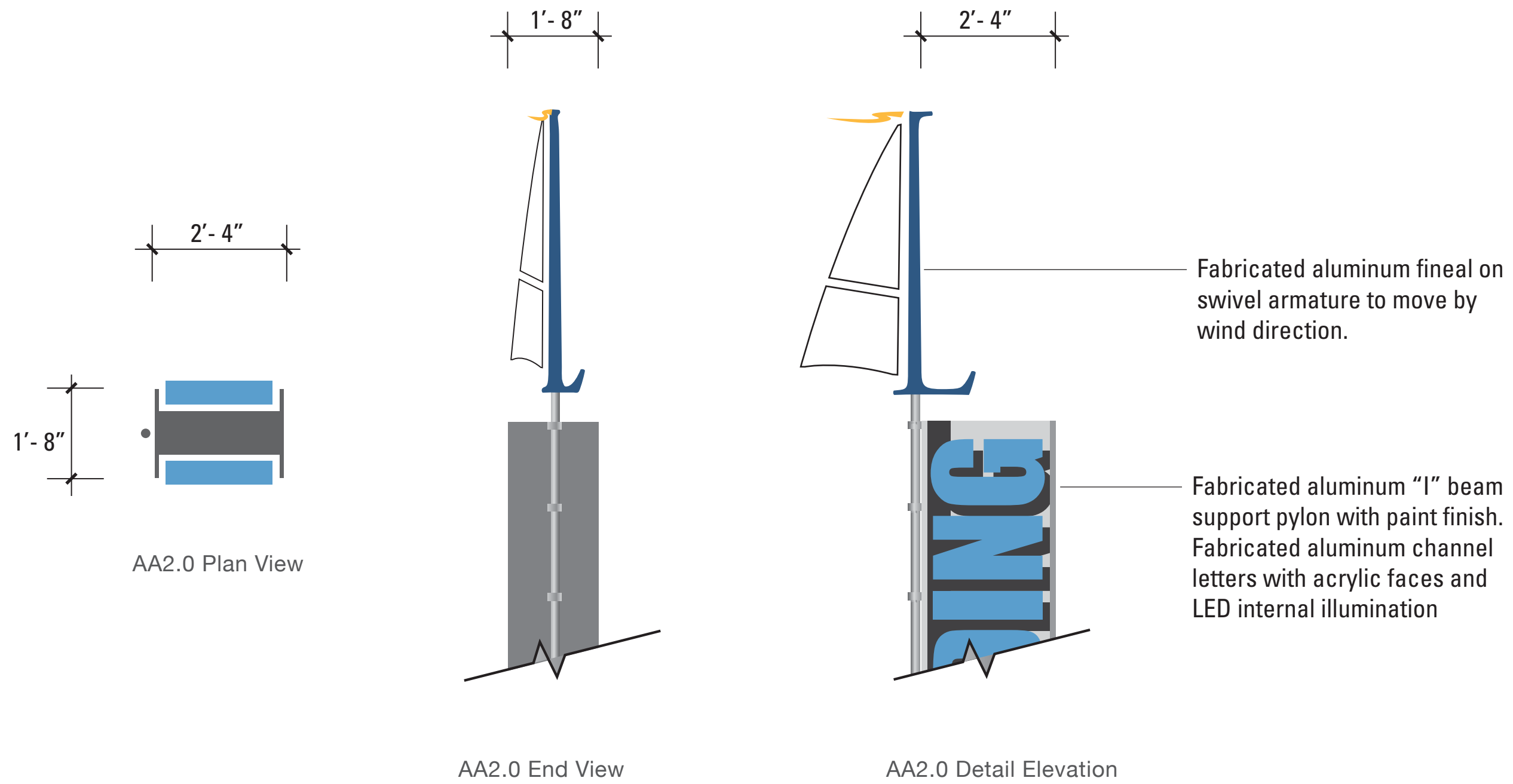
Tenant Area
NTE: 23 sq. ft.

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NTE: 23 sq. ft.

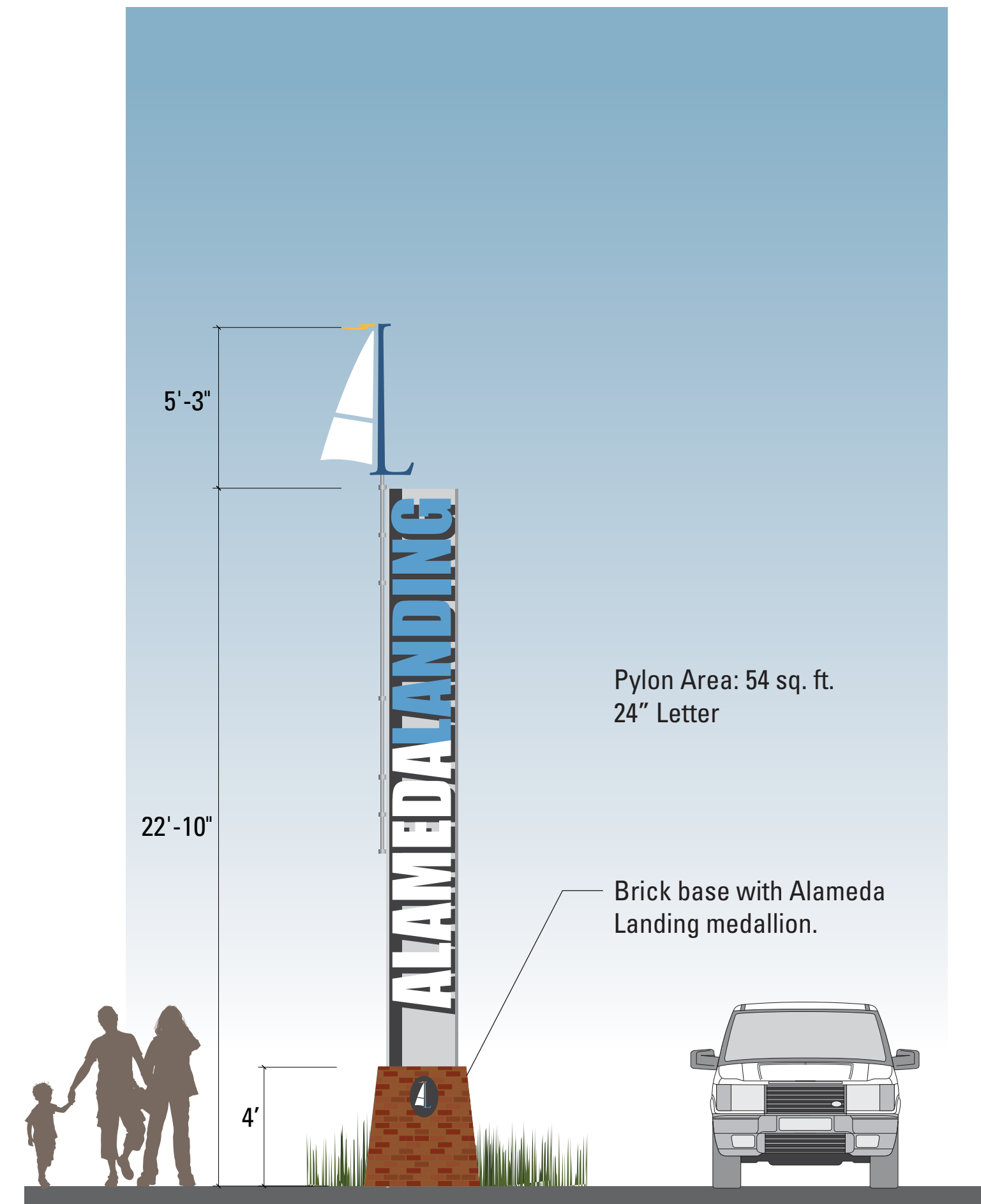
Fabricated silver aluminum "I" beam support pylon with paint finish. Fabricated white and blue aluminum channel letters with acrylic faces and LED internal illumination

Pylon Area 91 sq. ft.
Letter Height: 2'-6"

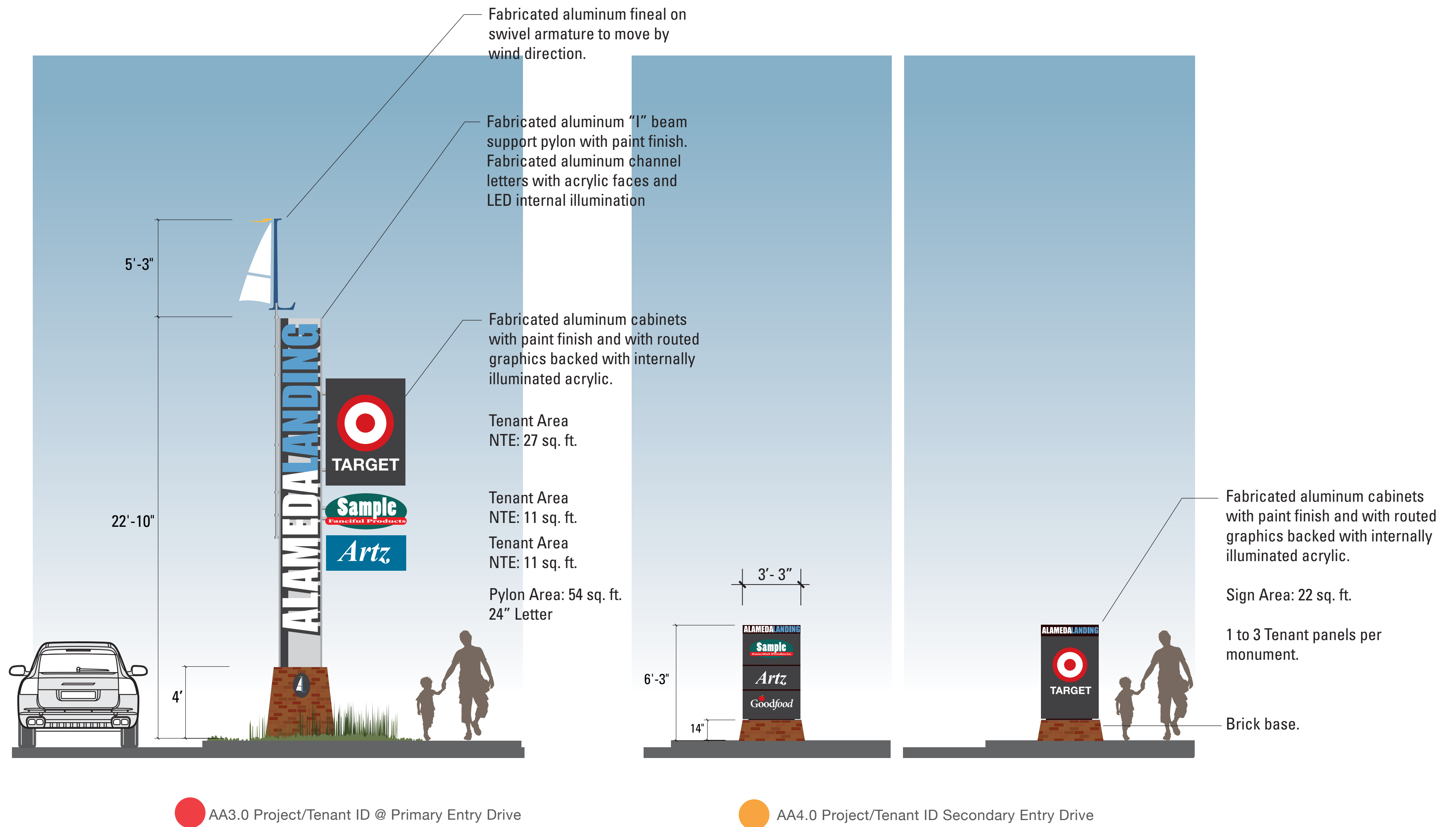
Brick base with Alameda Landing medallion.

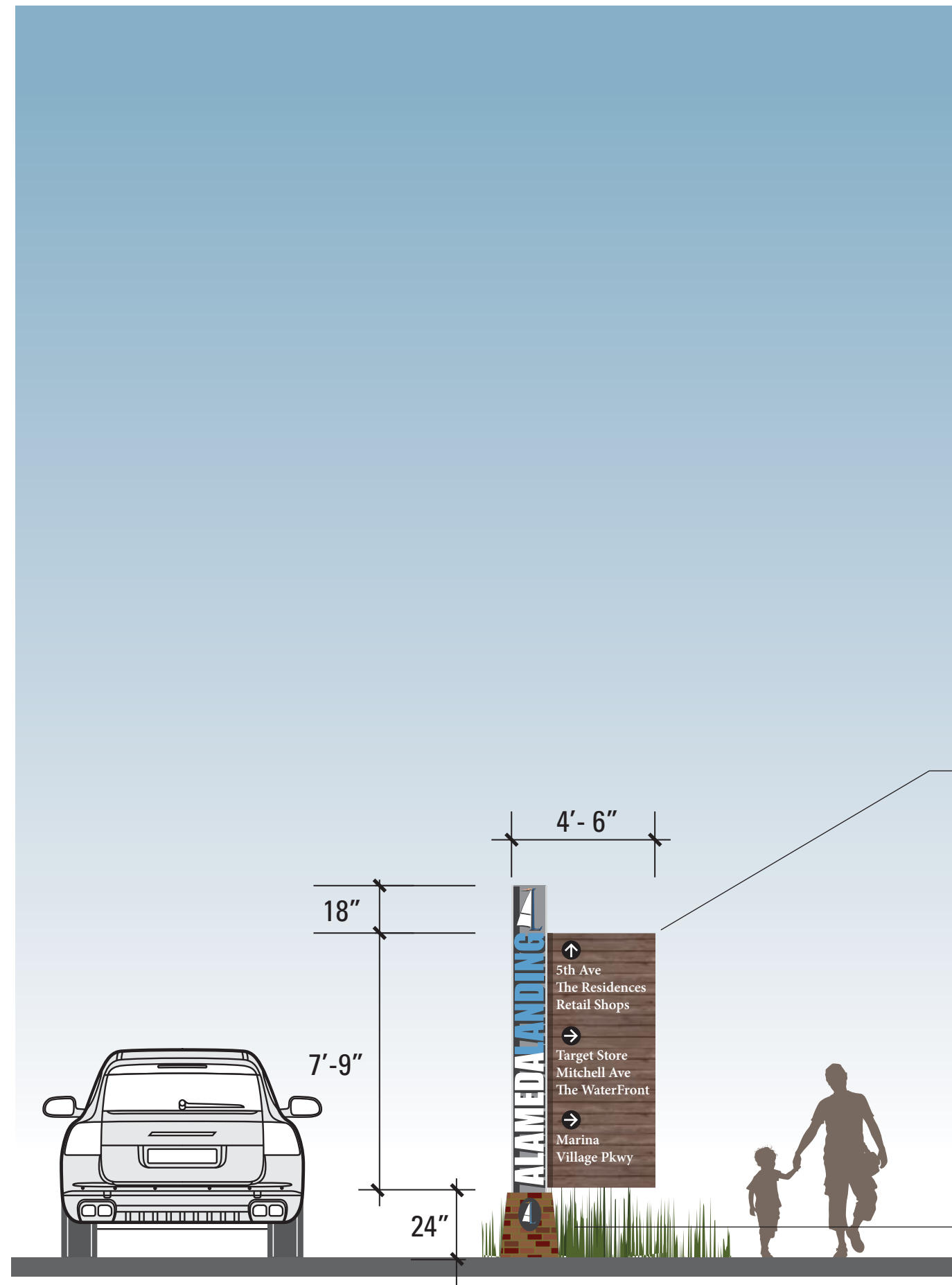


AA2.0 Alameda Landing Identity at Primary Project Entry Drives



AA2.0 Alameda Landing Identity





Fabricated aluminum "I" beam support pylon with paint finish. Fabricated aluminum letters pinned off background. Directional information with reflective finish mounted on recycled wood slats. Non-illuminated

Sign Area: 35 sq. ft.
Letter Height: 10.5" (Pylon), 3.75" (Directional)

Brick base with Alameda Landing medallion.

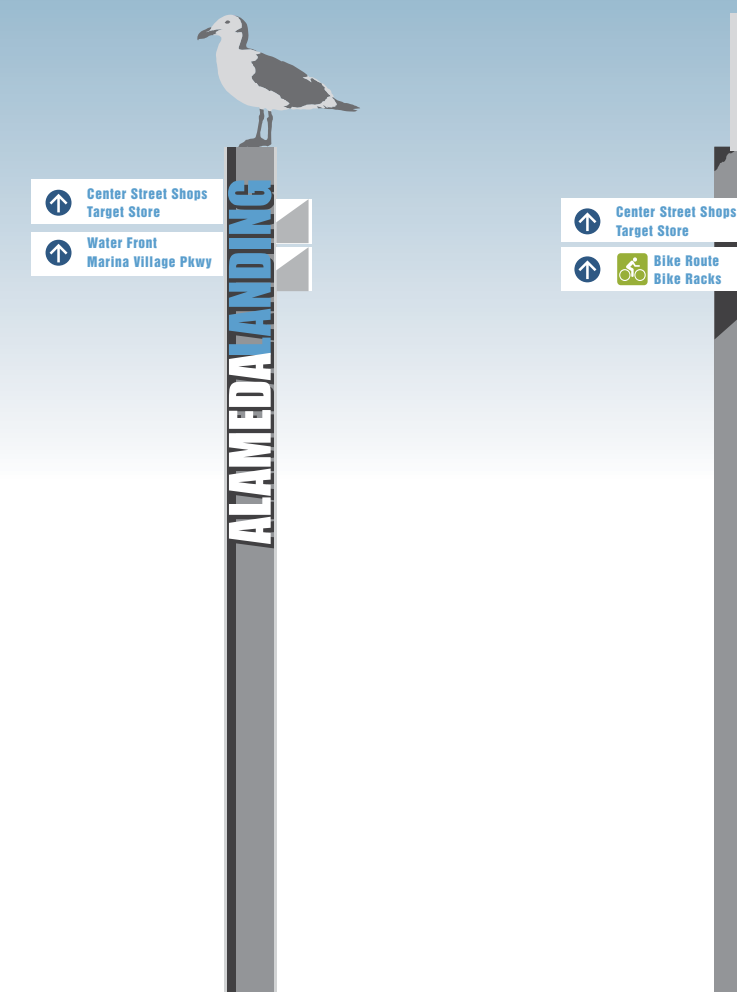
AD1.0 Primary Sitewide Vehicular Directional

Marine grade wood structure with galvanized shed roof and freestanding pinned letters. Fixed AL sail finial.
Exterior grade vinyl orientation maps and informational display for simple updates and refreshed information. Illumination concealed in roof structure to wash directory faces.

I'beam support structure with pinned AL identity and mechanically attached directional panels with paint finish and printed copy.
Seagull finial of galvanized metal to obstruct real seagull perch.



◆ AD3.0 Pedestrian Directory Kiosks



◆ AD4.0 Pedestrian Directional - Front

AD4.0 Pedestrian Directional - Side